

## AGENDA

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

**Meeting: 2:00 p.m., Tuesday, January 26, 1999**  
**Auditorium**

Martha C. Fallgatter, Chair  
Laurence K. Gould, Jr. Vice Chair  
William D. Campbell  
Ronald L. Cedillos  
Bob Foster  
Frederick W. Pierce, IV  
Ali C. Razi

#### **Consent Items**

Approval of Minutes of Meeting of November 10, 1998

#### **Discussion Items**

1. 1997/98 Annual Report of Voluntary Contributions, Special Revenue and Combined Summary, *Information*
2. 1997/98 Annual Report of the Survey of Voluntary Support for the California State University, *Action*
3. 1997/98 Annual Report of Special Revenue, *Information*
4. CSU Celebrating Teachers, *Action*
5. University Advancement, *Information*

**MINUTES OF MEETING OF  
COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Trustees of The California State University  
Glenn S. Dumke Conference Center  
400 Golden Shore  
Long Beach, California**

**November 10, 1998**

**Members Present**

Martha C. Fallgatter, Chair  
Laurence K. Gould, Jr., Vice Chair  
William D. Campbell  
Ronald L. Cedillos  
Jim Considine  
William Hauck, Chairman of the Board, ex officio  
Maridel Moulton  
Alice C. Petrossian  
Ali C. Razi  
Charles B. Reed, Chancellor, ex officio

**Members Absent**

Bob Foster

**Other Trustees Present**

Harold Goldwhite  
Eric C. Mitchell  
Joan Otomo-Corgel  
Ralph R. Pesqueira  
Stanley T. Wang

**Chancellor's Office Staff**

David S. Spence, Executive Vice Chancellor  
Richard P. West, Senior Vice Chancellor, Business and Finance  
Douglas X. Patiño, Vice Chancellor, University Advancement  
Christine Helwick, General Counsel  
Bruce M. Richardson, Deputy General Counsel  
Charles Lindahl, Associate Vice Chancellor, Academic Affairs  
Samuel A. Strafaci, Interim Senior Director, Human Resources

**Presidential Liaisons**

Tomas A. Arciniega, President, California State University, Bakersfield, present  
Robert C. Maxson, President, California State University, Long Beach, present  
John D. Welty, President, California State University, Fresno, present

Chair Fallgatter called the meeting to order at 3:35 p.m.

**Approval of Minutes**

The minutes of July 15, 1998, were approved as a consent item.

**Naming of Facility—California State University, Stanislaus**

This item was taken off consent, giving Vice Chancellor Patiño and President Hughes an opportunity to highlight the generosity of the donors resulting in the naming of the professional schools building at California State University, Stanislaus the Teo Demergasso, Clementine Demergasso and John Z. Bava Professional Schools Building.

President Hughes thanked the families for their generous gift to the campus. She stated that Mr. John Demergasso and Mr. Dennis Bava recently made a donation of \$2 million to CSU Stanislaus to enhance academic excellence. The gift honors their parents, Teo Demergasso, Clementine Demergasso and John Z. Bava. She noted that the name of the building has been shortened to the Demergasso-Bava Professional Schools Building.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 11-98-11).

**Ambassadors for Higher Education**

A video presentation was shown updating the Ambassadors for Higher Education program, with an emphasis on the Ambassadors database project. The project will provide information on how the CSU and its campuses affect local communities through community service, economic impact, and demographics.

Chair Fallgatter stated that the database project is an incredible resource tool that shows where CSU alumni are located throughout California.

Vice Chancellor Patiño thanked the faculty and students on being the most important ambassadors for the CSU and for higher education. He stated that their continual support and leadership are needed.

Professor Gene Dinielli, Academic Senate chair, noted that CSU students help tell the story of the CSU through their total of 28 million hours a year in volunteer service. He thanked them for their connection to the CSU.

**University Advancement**

Chair Fallgatter turned the floor over to Dr. Douglas X. Patiño, vice chancellor for university advancement, to present several information items.

Vice Chancellor Patiño provided an update of the University Advancement Academy Conference held October 19-21. He noted that the conference had 370 attendees with 28 tracks in a variety of areas, including student affairs. He said they focused on skill acquisition, sharing knowledge, relationship building, and best practices and models within the campuses. He noted that Dr. Robert Schuller and Conrad Teitell were both impressive speakers. Dr. Patiño thanked the trustees and

campus presidents for their participation. He noted that two themes presented at the conference were planned giving and marketing, both of which will help the CSU develop better paths to build endowments and to tell the CSU story.

Vice Chancellor Patiño announced that the Alumni Legislative Day will be held on March 1, 1999, in Sacramento. He noted that the event will have three components. The first will be morning sessions looking at two or three critical public policy issues that will be the focus of discussions with legislators. The second will be a luncheon at which the Friends of Higher Education awards will be presented. The luncheon, which will replace the previous evening reception, will provide a more focused platform so that the messages of the speakers will be heard. The third component will be legislative visits.

Vice Chancellor Patiño noted that the announcement of the Wang Family Recognition Award will be presented by Chancellor Reed during his report to the Board of Trustees (see Chancellor's Report for discussion of the award).

### **Adjournment**

The meeting adjourned at 3:56 p.m.

**BRIEF**

**Information Item**

Agenda Item 1  
January 26-27, 1999

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**1997/98 Annual Report of Voluntary Contributions, Special Revenue and Combined Summary**

**Presentation By**

Douglas X. Patiño, Vice Chancellor  
University Advancement

**Summary**

This annual report of external funds raised by the California State University includes the Survey of Voluntary Support Report, the Special Revenue Report and the Combined Summary of External Funding. This report will be distributed at the board meeting.

## ITEM

2

Agenda Item 1  
January 26-27, 1999

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

#### **1997/98 Annual Report of Voluntary Contributions, Special Revenue and Combined Summary**

The information represented in the 1997/98 Annual Report of Voluntary Contributions illustrates the CSU campuses' achievements in their advancement efforts. This annual report contains the following:

##### *Survey of Voluntary Support (CAE) Report*

The survey of voluntary support report presents a summary of gifts from alumni, parents, other individuals, foundations, corporations and other organizations, and reflects systemwide totals. This year, the California State University raised \$237,435,229. Cumulatively, from 1992/93 through 1997/98, the CSU raised \$956,866,122.

##### *Special Revenue Report*

Special revenue report includes sponsorships, bequests and revocable trusts, multi-year pledges, contracts, grants, property transfers, and endowment income and other income. This year, the California State University raised \$410,477,690 in special revenue income. This information provides a more complete picture of the campuses' efforts to secure resources in addition to gifts reported in the survey of voluntary support report. This information is of particular importance to faculty and students, because combined with our voluntary support dollars, it provides some of the required funding to support the academic mission of the CSU.

##### *Combined Summary of External Funding*

The combined summary of external funding combines the survey of voluntary support (CAE) figures with the special revenue figures as reported by the campuses. This summary represents total external funding for the California State University. Total external funding generated during the 1997/98 fiscal year totaled \$647,912,919.

**BRIEF**

**Action Item**

Agenda Item 2  
January 26-27, 1999

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**1997/98 Annual Report of the Survey of Voluntary Support for the California State University**

**Presentation By**

Douglas X. Patiño, Vice Chancellor  
University Advancement

**Summary**

The annual report on voluntary support presents a summary of gifts received by individual campuses and reflects systemwide grand totals of funds raised from the private sector. This report is prepared for submission to the California Postsecondary Education Commission, the Joint Legislative Budget Committee, and the California Department of Finance.

**Recommended Action**

Adoption of the resolution.

## ITEM

2

Agenda Item 2  
January 26-27, 1999

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

#### **1997/98 Annual Report of the Survey of Voluntary Support for the California State University**

The annual report on voluntary support presents a summary of gifts received by individual campuses and reflects systemwide grand totals of funds raised from the private sector.

This year, the California State University raised \$237,435,229, an increase of \$64,243,449 representing a 37.1 percent increase over last year. Of the \$237,435,229 reported for total voluntary support, 10 percent was contributed by alumni; 31 percent from friends; 12 percent from foundations; 41 percent from corporations; and 6 percent from other organizations. The California State University has had a 117 percent growth over a six-year period, increasing from \$109,387,757 in 1992/93 to \$237,435,229 in 1997/98.

Section 89720 of the Education Code requires that an annual gift report be submitted to the California Postsecondary Education Commission, the Joint Legislative Budget Committee, and the Department of Finance. The report lists sources and uses of gifts in categories as established by National Association of College and University Business Officers (NACUBO) and the Council for Advancement and Support of Education (CASE).

The following resolution is recommended for adoption:

**RESOLVED**, By the Board of Trustees of The California State University, that the board adopts the 1997/98 Annual Report of the Survey of Voluntary Support for the California State University for submission, as required by law, to the California Postsecondary Education Commission, the California Joint Legislative Budget Committee, and the California Department of Finance.

**Attachment A, B, C, D, E, F, & G**  
**Inst. Adv.—Item 2**

**Charts I through VII**

*See printed Agenda*

**BRIEF**

**Information Item**

Agenda Item 3  
January 26-27, 1999

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**1997/98 Annual Report of Special Revenue**

**Presentation By**

Douglas X. Patiño, Vice Chancellor  
University Advancement

**Summary**

This annual report of external funds raised by the California State University includes sponsorships, bequests and revocable trusts, multi-year pledges, contracts, grants, property transfers, and endowment income and other income.

## ITEM

2

Agenda Item 3

January 26-27, 1999

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

#### **1997/98 Annual Report of Special Revenue**

The special revenue report includes sponsorships, bequests and revocable trusts, multi-year pledges, contracts, grants, property transfers, and endowment income and other income. This year, the California State University raised \$410,477,690 in special revenue income. This information provides a more complete picture of the campuses' efforts to secure resources in addition to gifts reported in the survey of voluntary support report. This information is of particular importance to faculty and students, because combined with our voluntary support dollars, it provides some of the required funding to support the academic mission of the CSU.

**Attachment A, B, C, & D**  
**Inst. Adv.—Item 3**

**Charts I through IV**

*See printed Agenda*

**BRIEF**

**Action Item**

Agenda Item 4  
January 26-27, 1999

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**CSU Celebrating Teachers**

**Presentation By**

Douglas X. Patiño, Vice Chancellor  
University Advancement

**Summary**

The Division of University Advancement is working with the Alumni Council to find new ways to market the outstanding product of our campuses, the CSU alumni. This item describes one of these joint efforts, CSU Celebrating Teachers, and presents a resolution.

**Recommended Action**

Adoption of the resolution.

## ITEM

2

Agenda Item 4  
January 26-27, 1999

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

#### CSU Celebrating Teachers

The Division of University Advancement and the CSU Alumni Council will collaborate to celebrate the success of the two million alumni of the California State University in a wide variety of professions and fields by hosting a series of systemwide, year-long themes. The first theme, *CSU Celebrating Teachers*, will be held during the 1999/2000 school year. Through this celebration, the CSU will have the opportunity to honor the heritage of many of our campuses as Normal Schools, to recognize CSU alumni who have chosen the important work of educating our children as a profession, and to publicize our ongoing efforts to strengthen K-12 education and teacher education programs in California.

A systemwide committee has been established and includes representatives from the CSU Alumni Council, the Schools of Education, the Chancellor's Office, the Division of University Advancement, the CSU Foundation, Vice Presidents for Advancement, the faculty, and the students. The systemwide committee has been charged with the task of developing ideas for creative programming to carry out the goals and objectives of the *CSU Celebrating Teachers* theme.

*CSU Celebrating Teachers* will result in several outcomes:

- Greater ties with alumni of the CSU who are teachers in the CSU community.
- Increased recruitment of teachers for the Schools of Education.
- Increased awareness throughout the state of the important role our teachers play in the future of the state.
- Increased awareness of the role of the CSU in K-12 education reform and its work to answer the challenges of the next decade.

A committee at each campus will develop local events, workshops, and publications for *CSU Celebrating Teachers*. The Division of University Advancement will develop marketing materials and publicity for the celebration. An Honorary Committee of educational, corporate, alumni, and community leaders will be invited to lend their names to the celebration.

A systemwide kick-off event will be held in September of 1999 at the Chancellor's Office. At the systemwide event, an Outstanding Teacher from each campus will be recognized at the September Board of Trustees' meeting, meet with the chancellor, and attend a symposium on K-12 education sponsored by the CSU Trustees, the CSU Foundation Board of Governors, and the CSU Executive Council.

The following resolution is recommended for adoption:

**WHEREAS**, The California State University recognizes that the successful education of the people of California is the hope for our future; and

**WHEREAS**, The California State University is strongly supporting the improvement of K-12 education and the education profession in California; and

**WHEREAS**, The California State University produces about sixty percent of the K-12 teachers in the state of California; and

**WHEREAS**, The California State University wishes to honor its alumni throughout the state who have chosen the commendable profession of teaching in K-12 education; and

**WHEREAS**, One-half of the California Teacher of the Year Award recipients are alumni of the California State University; and

**WHEREAS**, The California State University wishes to salute the many outstanding CSU alumni-teachers throughout the state who are dedicated to the future of our children and are developing innovative teaching methods; therefore, be it

**RESOLVED**, By the Board of Trustees of The California State University, that the 1999/2000 school year be dedicated to CSU Celebrating Teachers, honoring and celebrating the alumni of the CSU who educate our children.

**BRIEF**

**Information Item**

Agenda Item 5  
January 26-27, 1999

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**University Advancement**

**Presentation By**

Douglas X. Patiño, Vice Chancellor  
University Advancement

**Summary**

The Division of University Advancement will present the following items:

- Campus Annual Advancement Plan Submittal Date Change
- Pride in Belonging (campus highlights)
- CSU Charitable Gift Annuity Program